CANADIAN MOVING PICTURE
Digest

RAY LEWIS
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THIRTY-THIRD YEAR OF PUBLICATION 1915-48

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Nor Lose The Common Touch

TWENTIETH-CENTURY FOX'S Spyros Skouras Drive which started September 25th and will continue until Christmas Day, marks thirty-five years in Show Business for the Twentieth-Century Fox president, Spyros P. Skouras.

Thirty-five years is more than one-third of a century. It may not be many years when one looks back over the Almanac of Time, but it is a large slice out of the years of any man or woman; it is one half of the apportioned three score and ten which the Bible refers to as man's span of life.

Immigrant Boys

In contemplating the present day picture, we cannot but recall the advent of the Skouras brothers which brought them from Greece to the United States about 1904-5. Spyros took a job as a bus boy at the Planter's Hotel in St. Louis, Missouri, and his brother Charles became a porter.

Ten years later, they acquired control of a 1200 seat house, the Olympia Theatre — the name must have been an inducement to these Greek boys, for is it not upon Mount Olympus that the Gods dwell? Later the Skouras brothers acquired two other theatres, the Lafayette and the Pageant. In acquiring the Lafayette, the brothers must have said "Lafayette, here we come," for, after an interruption of their peace time progress by World War I, which Spyros spent in the Air Corps, the Skouras brothers accumulated a circuit of thirty-seven houses in and around St. Louis, with several also in Kansas city and Indianapolis acquired during the pre-1929 boom years.

In 1929, the Skouras Bros. sold their St. Louis Circuit and Spyros Skouras became general manager for the Warner Bros., who bought it. In 1931, Spyros Skouras became president of a Paramount subsidiary theatre circuit operating in the middlewest.

When the Fox West Coast circuit, like the parent company, was heading for financial difficulties, Spyros and Charles were called in to diagnose the ailing Fox. They visited every theatre and prescribed a cure, with the result that what looked like a possible death for the patient involving huge financial loss, finished up with the Fox very much alive and kicking.

We must not forget to mention that Darryl Zanuck and Joseph Schenck, at about this time, were induced by Sydney R. Kent, Fox Film president, to merge their Twentieth-Century Pictures with Fox. When Sydney Kent died, the banking interests, particularly Chase National Bank, turned to the Skouras Bros. as their good physicians, and Spyros became president of Twentieth-Century Fox. On the coast, at the head of the Fox Wesco, you will find the genial and co-operative Charles.

There is, however, another picture which tells a different story. This picture does not portray a series of successful business ventures; nor does it relate how a poor immigrant Greek lad became the president of a world-wide film company. It reveals the spiritual qualities of a big business man, whose acquisition of gold and power did not turn him into a King Midas, where everything which he touched became lifeless gold.

The Golden Rule

In May, 1947, at the American Heritage Foundation meeting, in company with Barney Balaban, president of Paramount Pictures, Attorney - General Tom C. Clark, Irving Berlin, Winthrop Aldridge, he planned the Freedom Train program. In June 1948, Spyros Skouras received an honorary doctorate of law. That same month he attended the American Overseas United Nations Appeal for Children luncheon, where General Eisenhower, Trygve Lie and Cardinal Spellman were present. In the spring of 1947, in company with Murray Silverstone, president of Twentieth-Century Fox International,

SPYROS P. SKOURAS

he was received by the President of Uruguay. His work for Greek Relief Campaigns is known from Canada to Greece, and we are familiar also with his work for the American Red Cross Campaign, on which he cooperated with John Foster Dulles and Basil O'Connor.

Those of us who have watched his work on behalf of causes like the Youth Campaign, his leadership in work of national and international significance, his cooperation and leadership in respect to the affairs of our industry, know that his greatness was not thrust upon him. This Greek immigrant boy was, like his brother Charles, born to greatness, for these two have not, in all the pomp and circumstance of their respective positions, forgotten what it means to be a stranger in a strange land, penniless, unable to speak the language of the country, to seek a job, to be glad of a good meal and a bed at the end of a day's work. Greece fashioned gods and goddesses that her children might be born in their image. The Skouras's have not forgotten their heritage.

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277 VICTORIA STREET - TORONTO

THE PAWS THAT REFRESH YOUR BOX-OFFICE!

M-G-M's line-up listed below is the Talk of the Industry! Leo's history-making Spring and Summer record continues unabated into the Fall and Winter! For that golden sparkle at the Box-office take Metro-Cola!

GREER GARSON, WALTER PIDGEON
in "JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel Bruce, Mary Boland, Reginald Owen

★ ★ ★

DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★

"THE SECRET LAND" (*Technicolor*)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

★ ★ ★

Alexandre Dumas'
"THE THREE MUSKETEERS" (*Technicolor*)
Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan Wynn, John Sutton, Gig Young

"HILLS OF HOME" (*Technicolor*)
Starring
EDMUND GWENN, DONALD CRISP
TOM DRAKE, JANET LEIGH
and LASSIE

★ ★ ★

FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT (*Technicolor*)
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato with Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★

John Ford's
"3 GODFATHERS" (*Technicolor*)
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

★ ★ ★

"WORDS AND MUSIC" (*Technicolor*)
Starring
JUNE ALLYSON, PERRY COMO
JUDY GARLAND, LENA HORNE
GENE KELLY, MICKEY ROONEY
ANN SOTHERN with Tom Drake
Cyd Charisse, Betty Garrett, Janet Leigh
Marshall Thompson, Mel Torme, Vera-Ellen

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"
with Marshall Thompson, Richard Quine
Cameron Mitchell, Clinton Sundberg
Ray Collins

★ ★ ★

"LITTLE WOMEN" (*Technicolor*)
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR with Lucile Watson
C. Aubrey Smith, Harry Davenport

★ ★ ★

ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★

"SUN IN THE MORNING"
(*Technicolor*) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★

SPENCER TRACY
DEBORAH KERR
in "EDWARD, MY SON"
with Ian Hunter

★ ★ ★

JOHN GARFIELD in
The Roberts Production of
"FORCE OF EVIL"
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★

FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(*Technicolor*)
with Oscar Levant, Billie Burke
Gale Robbins, Jacques Francois

★ ★ ★

FRANK SINATRA
ESTHER WILLIAMS, GENE KELLY in
"TAKE ME OUT TO THE BALL GAME"
(*Technicolor*)
with Betty Garrett
Edward Arnold, Jules Munshin

RAY PRESENTS

MARTIN QUIGLEY and the Motion Picture Herald are celebrating their Third of a Century, 1915-1948 and the September 25th issue of the Herald proclaims this event. It is a very informative and handsome special edition with congratulatory tributes from many members of our Motion Picture Industry. The tributes have been earned by Martin Quigley and his associates, who, under his leadership and guidance, have served the Industry well.

Journalism in Motion Pictures is an Art, since it combines the presentation of constructive ideas, news and information, reveals showmanship, and links, in an informative medium, the many fields in our Industry which, combined, go to make up showmanship. Whatever Terry Ramsaye had to say, he said well; and through the years, when the occasion demanded, Martin Quigley himself has talked to our Industry through his publications.

THERE has always been a cleanness about the Martin Quigley publications, and a clearness in news presentation. Quigley has always had the ability to select the type of executives, associates and staff which reflect his own personality; and had Martin Quigley selected another vocation in life, rather than journalism in Motion Pictures, he would have been equally successful, for with Showmanship he combines that quality of ability which we associate with sound business men.

My congratulations and best wishes to Martin Quigley, to Terry Ramsaye and to all whose joint efforts combined to make the Third of a Century, September 25th issue, a real treasure for our library.

I take it for granted that the September 25th date is the date, in 1915, of Martin Quigley's first publication of the Exhibitors' Herald, later to become the Motion Picture Herald. The Canadian Moving Picture Digest preceded the Exhibitor's Herald by six months, its first publication appearing in April of 1915, a fact which provided me with an impulse to boast, "The Digest is older than the Motion Picture Herald", six months older, for this April, The Digest will celebrate its 34th year of publication and will be approaching its 35th birthday, which The Digest will celebrate in April of 1950.

READING through Quigley's Third of A Century publication was like looking backward into the Mirror of Time, in which there were the images of people and events, many people whom I knew and still know, many events with which I had intimate knowledge and experience.

Terry Ramsaye, in his introductory remarks, states, "Two things happened to this young man Quigley (Martin Quigley was then twenty-five years old), first he determined, no less, to become an editor and publisher on his own account and, second, he dropped in to see a motion picture. It chanced to be a rather special picture, entitled, 'The Birth Of A Nation'. He was greatly impressed. Further examination of the subject revealed that there was in sight a new industry which had apparently no proper journalism of its own."

MARTIN QUIGLEY'S story reveals that he started with the publication of the Exhibitors' Herald. Later he organized the Quigley Publications, with Motion Picture Herald, Motion Picture Daily, The Almanac, Better Theatres and Better Theatre Sales. He is credited with having formulated and presented the Motion Picture Code, and, following his career, those interested in editorial policies will have observed that Quigley has steadfastly maintained an editorial viewpoint, namely, that Motion Pictures should be primarily Entertainment; and that the field of Public Relations, that is, good public relations, is linked with Showmanship and with the successful operation of the Motion Picture Industry.

I have frequently cited the value of good journalism in our Industry, as valuable to our trade both within the industry and in respect to public patronage as are the publicity, advertising and exploitation departments associated with production, distribution and exhibition.

I cannot conceive a department of profitable merchandising, of sales, without the background of advertising, publicity and exploitation departments. Since it is not the custom of our day to hire a town crier to relate film news to the public and to tell our buyers what pictures we have to sell, what the story is about, who the stars are, who is in the cast, who directed the picture, the first proclamation of such news and merchandising must come through our own journals which are our screen and exhibitor contact. The public press is the second step in merchandising and presells, for the exhibitor, the product which he in turn offers to his trade.

The public is a potential customer, the exhibitor is the buyer, for he must use his screen and theatre for one primary purpose, the exhibition of motion pictures, regardless of stage shows, orchestral music, candy, popcorn, premiums etc.

IT has taken our Industry many years to absorb the idea of the real value of motion picture trade publications, but we who publish trade papers should perhaps be tolerant of this lack of enthusiasm and lack of respect and consideration for our effort, since the advertising, publicity and exploitation departments associated with production and distribution have not yet received the same consideration as have the sales departments.

The answer is obvious — sales bring in the money. There are the figures in black and white to show presidents, executives, bankers, financiers. The trade papers and the advertising, publicity and exploitation departments spend money, and no one, not even a Gallup poll can reveal how much of the sales money is the result of trade journal advertising, how much of the sales money is the result of clever advertising, publicity and exploitation.

Proceeding to the exhibitor's boxoffice, only exhibitors know how much has been added to their boxoffice receipts as a result of information they secured in trade film publications, and through cooperation they received in merchandising, advertising, marketable publicity, clever exploitation ideas for the picture being exhibited.

Incidentally, a man dressed up as a towncrier, with a bell in hand, could create plenty of interest were he to stand at an important corner in New York City and announce the showing of the Rank-Olivier production of "Hamlet". The same stunt could be repeated in Toronto, and in other cities. I warrant people would stop, look and listen, it would create talk, and newspapers, always on the lookout for news, would no doubt photograph the towncrier and tell his story in print — and for free!

(Continued on Page 8)

Toronto and District

By BILL PRESS

MARTIN SIMPSON, formerly of the Century Theatre, Hamilton, was busy with managerial duties in connection with the opening of the Downtown Theatre in Toronto's film belt as the latest unit of 20th Century Theatres, scheduled for Oct. 9.

Opening with "Let's Live a Little", the Downtown is flanked a short distance away by the Imperial on one side and the more recent Biltmore on the other. Jerry Pickman of New York was in Toronto from the Eagle-Lion (Hollywood) company for the inauguration of the new unit. Monday, the Scarborough, Glendale and State theatres pick up the feature, and the four houses will go on a combined, first-run basis.

* * *

Margaret Marshall, Toronto's Miss Canada of 1947, was a visitor at the Renaissance Films studio in Montreal from New York City where she is studying dramatic art. The Biltmore at Kingston had a direct tie-in with a taxi company there in the staging of a quiz contest for $100 cash prizes as well as a mystery attendance prize. The contest program was in conjunction with the films, "Where There's Life" and "Slave Girl".

* * *

Mr. Harry Dobson, Vice-President and charter member of local 173 IATSE, and until his illness employed at the Odeon-Fairlawn theatre, passed away in his 55th year. He had been in the theatre business for over forty years, starting as a projectionist in the days when machines were cranked and a program consisted of a ten minute feature with a sing song. When movies became talkies, Harry opened the Tivoli Theatre with sound. He worked with the Ontario government as Inspector of Theatres, and then Chief Inspector for the province. He was widely known in the industry, and leaves hundreds of friends behind in passing.

* * *

Paul Douglas, who was in charge of publicity for Eagle-Lion, has been promoted to the sales department of the same company.

* * *

In Toronto financial circles it is reported that Marcus Loew's Theatres Limited will show a very satisfactory year in its annual statement for the period ending Aug. 27 compared with the previous 12 months. Improved liquid position and working capital are expected in the coming statement. . . Hon. J. Earl Lawson, president of Canadian Odeon, served on a committee at the national Progressive Conservative convention in Ottawa. Helen Allen, film reviewer of the Toronto Telegram, was also there to write feature stories.

Credit must go to Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, for the manner in which he went after the civic authorities on the question of midnight shows in Toronto, which had been restricted to Christmas and New Year's Eve by police bylaw.

As a result of Jolley's negotiations with Mayor H. E. McCallum, the police commissioners amended the bylaw to permit five more holiday midnight shows during the year. These include May 24, Dominion Day, Civic Holiday, Labor Day and Thanksgiving Day.

Secretary Jolley was also largely instrumental in securing the Ontario amusement-tax commission for theatres, the simplification of the tax report and several concessions from the Ontario Hydro in connection with the dimout.

* * *

The Odeon Theatre, Kingston, had a bang-up engagement of "The Barber of Seville" on a single bill, this opera production being released, of course, by Alliance Films Limited. . . Since being acquired by Theatre Holding Corp., the name of the theatre at Aylmer, Ont., has been changed from Capitol to Strand. . . The Royal Theatre, Aurora, has been added to the list of theatres which have been acquired by National Theatre Services Limited.

* * *

Larry Stephens, special exploiteer of Eagle-Lion Films of Canada, has been down in Montreal and Ottawa to supervise details for the showing of "Hamlet". The Shakespearean opus is going strong after its second week at the Kent in Montreal.

Incidentally, "Fame Is the Spur" opened a seven-day engagement on Oct. 4 at His Majesty's Theatre. "Against the Wind" was held for a second week at the Avenue Theatre, Montreal.

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WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

A meeting of Danforth Avenue businessmen was held at the Palace Theatre to discuss the blackout plan of the Toronto Hydro Commission, with Manager Charlie Querrie speaking against the scheduled switchoffs at 11 a.m. and 3p.m. each day from Monday to Friday. "We don't want that to happen," said Charlie and the meeting asked for the cut-offs from 9.30 to 10.30 a.m. in the district after which the business establishments would open for the day.

* * *

Johnny Cohn of Canadian Premium Distributors, supplied the beautiful set of dinnerware which the Aron Theatre in Campbellford has started to give away this week. . . In case you're wondering why you haven't heard from Ken Cashman (Photo-engravers) he's in the private pavilion of the Toronto General Hospital taking penicillin treatments.

* * *

There was a lot of clever showmanship connected with this week's feature at the Biltmore Theatre, Toronto. Manager Al Perly and Public Relations counsel Bert Wilkes ran a bang-up campaign, feature of which was a radio contest. Presentation to the winner was made on the Biltmore stage Thursday night. Promotion helped the house to run up its biggest grosses since going into business on the opening days of pic's run.

* * *

Deal was set this week between Famous Players Canadian Corporation and the Palace Amusement Company in Cornwall, Ont., for construction of a new, 900-seat theatre. Clarence Markell, Palace Amusement President, expects construction to start in the very near future. House will be Cornwall's fourth, third for the Famous Players circuit which already has the Palace and the Capitol.

(*Continued on Page* 5)

Toronto and District

(*Continued from Page 4*)

After thorough coverage of the national Liberal and C.C.F. conventions in Ottawa and Winnipeg respectively, the National Film Board went all out in shooting scenes of the Progressive Conservative party rally. The footage of all three meetings was made available to theatre newsreel companies and was included in the NFB "Eyewitness" topical films which are released to non-theatrical circuits and film societies.

* * *

Jimmy Hardiman, exploitation-conscious manager of the Odeon Danforth, lined them up last week with a stage show added to the presentation of Eagle Lion's "Olympic Games of 1948". Show consisted of some really fine organ music by Colin Corbett at their Hammond plus a Hawaiian group presenting "Luanna in song and dance."

* * *

Indirectly there is a tribute to Ben Cronk in the booking of "The Great Mr. Handel" once more for a week's engagement at the Royal Alexandra Theatre, Toronto. The picture has become a perennial for this house because Ben Cronk, practically alone, recognized the possibilities of the film when it was first released. As promotion manager for the exchange company, he got behind it with a special campaign to help make it a favorite with music lovers.

Robert Cummings To Open Downtown Theatre, Toronto

Jerry Pickman, Eagle Lion assistant director of advertising, publicity and exploitation, has arrived in Toronto to conclude arrangement for the world premiere of E-L's comedy-romance, "Let's Live a Little", which has been chosen to open Twentieth Century Theatres' de luxe new Downtown Theatre on Saturday, Oct. 9.

In Toronto, Pickman will continue conferences with Irving Herman, advertising-publicity director for International Film Distributors, Canadian distributors of E-L product, which were begun last week in New York on the Robert Cummings-Hedy Lamarr co-starrer between Pickman, Herman and Max E. Youngstein, E-L vice-president in charge of advertising, publicity and exploitation.

Highlight of the Toronto world premiere of "Let's Live a Little" will be personal appearance of Robert Cummings and Mrs. Cummings.

British Houses Seek Relief From Quota Legislation

British Board of Trade quota film relief analysis reveals that over 3,000 theatres will be obliged to fulfill the 45% British Film Quota requirements, for out of 2,471 applications for relief submitted, 835 were rejected and 283 were granted full exemption. Remaining 1,353 applications were granted partial exemption, but will be required to fulfill quota requirements on a sliding scale from 10% to 40%. CEA is examining rejections with a view to resubmitting them to the Board of Trade for further consideration.

Books Are Inviolate Judge Rules

Judge William Campbell of Federal District Court, Chicago, ruled that distributors cannot examine the books of exhibitors in percentage suits without first obtaining a court ruling that the percentage sales contracts between the parties in question are legal and valid under the antitrust laws.

Quick Switch

A Variety staff man checking box-office grosses via telephone with downtown manager in Buffalo, was greeted with heart-rending sob story regarding drooping boxoffices. Manager, further emphasizing low figures, wept copious tears anent deplorable current condition of picture biz in general and his theatre in particular.

Half hour later same manager called back, requesting cheerfully that estimate for week be upped several thousand dollars, explaining his former version had been due to the fact that representatives of a theatre firm were in his office during the first conversation, negotiating contract for next session!

Rank Cops Five Awards At Venice Film Fete

The J. Arthur Rank Organization won the following Venice Festival awards: International Grand Prix for the best film show, Hamlet; best performance by an actress was awarded to Jean Simmons for her role of Ophelia in Hamlet; Italian Critics Prize for the best foreign film went to Laurence Olivier for Hamlet; prize for the best photographer to Desmond Dickinson for Hamlet and the prize for the best art direction to John Bryan for Oliver Twist.

QUICK TAKES

Paramount Opens Television Rental Studio Next Month

Studio, in the company's home office building in New York, provides the latest in television reproduction for package show producers. A 35 mm. transcription can be delivered one minute after production is completed at a fraction of normal movie cost.

●

U-I Recalls 875 In Week

Universal - International, ending a two month shutdown, started last week to recall approx. 875 workers for its 1948-49 program of 30 features.

●

Yiddish Pic Makes Broadway

First Yiddish movie ever to hit Broadway, according to David Fine, Stanley Theatre manager, is Moishe Oysher's "Overture to Glory", now playing its fourth week on a double bill with the French documentary film "We Live Again".

●

FCC To Raise Television To Ultra High Freq. Bands

Move is designed to open sufficient channels "To insure full development for a competitive system."

●

W-B Production Upped 25%

Eight producers set for 26 films — nine to roll by Jan. 1st. Warner urges "work cure."

●

Columbia Omits Common Div.

"Because of unsettled conditions now prevailing in the motion picture industry, particularly with respect to foreign operations."

What Else Is New

The Beaches Lions Club, perennial stagers of super-colossal productions is maintaining its position this year with a Mammoth Children's Christmas Carnival to be held at the Coliseum in the Exhibition grounds during Christmas week. Show will be a four-a-day affair with two showings of the Carnie and two of religious spectacle "The Nativity". Exploitation has been very professional type — city has been flooded with clown-costumed men in the downtown area selling tickets, which are also obtainable at local theatres.

DIGEST CONTEST JUDGED AT LUNCHEON

Judging of the entries in the Eighth Annual Digest Showmanship Contest takes place at the King Edward Hotel Friday, October 8th. Judges include the publicity heads of all the major distribs and exhibs, and the editors of ALL the trade papers in Canada. Results and prizes will be announced in the next issue of this illustrious journal, and may the best man win. This year, the best man will really be good, as we have over a hundred entries, and many of them are humdingers — to coin a word!

« Capital Story »

By WILL McLAUGHLIN

BARBARA ANN SCOTT, Ottawa's ice-skating queen, was the guest of manager Frank Gallop on the opening night of "XIVth Olympiad — the Glory of Sport" at the Glebe Theatre. Barbara Ann, accompanied by her mother Mrs. Clyde Scott and several family friends, enjoyed seeing herself for the first time as she won the Olympic crown at St. Moritz, Switzerland, last winter. The J. Arthur Rank sports documentary, which enjoyed a successful week's run, was honored by the attendance of Viscount Alexander of Tunis, Governor General of Canada, and party from Rideau Hall.

* * *

News of the death of Howard V. Knevels in Montreal was received with genuine regret by local show folks and his many friends outside the theatre. Howard was manager of the Regent and Capitol theatres for Famous Players, and made a host of friends in Ottawa by his genial personality and good fellowship as testified by the large attendance at a dinner in his honor on the eve of leaving for Halifax. The last time this reporter met Howard, he was director of publicity for United Artists.

* * *

A life-time dream came true for K. C. Hossick, chief of the Narcotics Control Division of the Department of Health and Welfare, when a private showing was given "Drug Addict". This 35-minute documentary, made by the National Film Board with the cooperation of the Narcotics Control Division, the Royal Canadian Mounted Police and the Montreal City Police Department, is the first motion picture produced on the subject of drug addiction, but will not be shown in theatres. It will be used for training and clinical purposes by police and health officials throughout the Dominion.

Twentieth - Century Theatres has taken over the operation of the Nelson on a 15-year lease from the Berlin interests and is now presenting double-feature shows of first-run productions. Don Watts, manager of the Rideau for the past four months, is now in charge of the Nelson, one of the capital's newer theatres located on the north side of lower Rideau street. Don was assistant manager of the Elgin Theatre before being transferred to Chatham two years ago as skipper of the Park. He also operated theatres for 20th Century in Sudbury and Kingston. New manager at the Rideau is Barney Simmons, who came here from the Marks Theatre, Oshawa. Acquisition of the Nelson gives 20th Century five theatres in Ottawa, the others being the Dual Elgin, Rideau, Imperial and Victoria, the latter a neighborhood house on Wellington Street, West, now closed for extensive alterations and redecorating. The Victoria is expected to be ready for reopening early in November on a subsequent run policy.

* * *

Emerson (Torchy) Coatsworth, in town on advance publicity and advertising for Sir Laurence Olivier's "Hamlet" which opens on Monday, October 25, for an indefinite run at road-show prices at the Glebe (Odeon) Theatre. Larry Stevens, director of publicity for Eagle Lion, is expected in town shortly to personally supervise details of the gala "Hamlet" opening night.

The J. Arthur Rank Technicolor production, "Blanche Fury", was stretched into an extra three days over its week's run at the Centre Theatre. Manager Gord. Beavis replaced the English picture with "All My Sons" in the middle of its second week.

* * *

The board of directors of the Ottawa Film Council met the other evening with the president, Roger Saint-Denis, in the chair. A program of activities for the coming season was drawn up for both the English and French sections, with screenings on an average of twice a month in Governor's Hall at the Public Library. Graeme Fraser, past president, and Anthony Hacche, represented the Ottawa council at a meeting of the Federation of Eastern Ontario Film Councils recently held in Kingston.

* * *

A drive for new members is on for the Ottawa Drama League prior to the opening night of the new season at the Little Theatre. The League is stressing its position as a community project — "the property of all of Ottawa," president Herbert Fripp termed it. "All applications for season tickets will be honored, even if it means giving additional performances," he said.

Stanwyck Heads Cast Of "Gambling Lady" For U-I

Barbara Stanwyck has been signed to play the title role in Universal-International's "Gambling Lady," which will be one of the most important pictures on U-I's 1948-49 schedule. It will be produced by Michael Kraike. Michael Gordon will direct.

Miss Stanwyck will have two leading men in the story dealing with the hidden desire of women to gamble and its tragic effect in one such woman.

MAKE YOUR RESERVATIONS NOW!

The Annual

MEETING AND LUNCHEON

of the

MOTION PICTURE THEATRES ASSOCIATION OF ONTARIO

will be held

TUESDAY, OCTOBER 26th, 1948

at

KING EDWARD HOTEL
(VANITY FAIR)
Toronto

REGISTRATION - 10 A.M.

BUSINESS MEETING - 10.30 A.M. LUNCHEON - 1 P.M.

MOTION PICTURE THEATRES ASSOCIATION OF ONTARIO
ARCH. H. JOLLEY - Secretary
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U-I and Columbia Skip Dividends Owing To Unsettled World Conditions

Arthur H. Lockwood New TOA Prexy Operates 19 New England Theatres

"U-I Will Cut Down Clearance" — Scully

Majors Charge Exhibitors' Collusion In Competitive Picture Bid System

Ned E. Depinet, RKO Prexy Sees Advantage in Selling Theatres

Youth Gets Suspended Sentence In $4,000 Theatre Theft

Italy To Limit Film Imports 350 Features Annual Top

Limited Quantities of 35mm. Non-Inflammable Film Are Ready Now

NBC Expects To Have 33 TV Outlets On The Air By Year's End

RKO's British Grosses For Past Year Beat Former Record of Two Years Ago

M-G-M Plans Five City TV Chain Now That UHF Are Made Available

Canadian Theatre Construction More Than Doubles Last Year's

"700 Re-issues in Realart Backlog Company Won't Produce" — Rogers

Majors Stop Films To Brazil Reason — Penalizing Regulations

Met. Opera To Go Over Video Once A Week

U.K. Production Flounders As New Quota Applied

ASCAP Yields Indie Theatre Fees

"Secret Land" Gets Submarine Screening

As guests of the U.S. Navy, a group of New York, Boston and New London newspapermen had the unique experience of viewing a motion picture while under water last Monday.

Picture was "The Secret Land", the M-G-M Technicolor feature produced from the official film footage made during the Navy's 1946-47 expedition to Antarctica. A submarine played an important part in the expedition, commanded by Rear Admiral Richard E. Byrd, and it was decided to have this press preview aboard the U.S.S. Dogfish, new type submarine, while it was cruising under water off the New London Submarine Base.

"The Secret Land" is skedded for release throughout the country in conjunction with Navy Day, October 27.

Top Music Stars Record For "Ballroom"

Six top musical personalities reported to Columbia's recording stage this morning to pre-record nine tunes for "Make Believe Ballroom", which has Jerome Courtland as the romantic lead. Ted Richmond is producing and Joseph Santley directing.

Kay Starr is slated to sing her great hit, "The Lonesomest Gal in Town;" Jack Smith will do "The Way the Twig is Bent;" Toni Harper does "Hamburger Heaven" assisted by The Sportsmen and, as solos, "Candy Store Blues" and "Little Miss In-Between;" Frankie Laine sings "On the Sunny Side of the Street;" the King Cole Trio features "The Trouble With Me is You;" and Jimmy Dorsey and his orchestra record a jam session based on "Joshua Fit the Battle of Jericho" and "Hello, Goodbye."

JULES LAINE PASSES

A pioneer in the industry, and at one time or another concerned in every branch of it, Jules Laine died last week at the age of fifty-one as the result of a heart attack, after having been absent from work several days because of a cold.

Jules Laine was one of the founders, along with the Allens and Arthur Cohen and Henry Nathanson, of Columbia Pictures of Canada Ltd. A chain of Montreal theatres formerly owned by Mr. Laine in partnership with Ben Garson was sold to Odeon of Canada. An indefatigable worker, both in his business and in support of his many philanthropies, Jules Laine never turned a deaf ear to any cause, and many of his charities will never be known.

Born in Brooklyn, New York, he came to Canada as a young man, and has lived in Toronto for the past 25 years. He was a member of the Holy Blossom Temple, the Canadian Picture Pioneers, and the Oakdale Golf Club.

He leaves his wife, Rose Laine, and a son, Michael.

Ramon Novarro Returns In "Rough Sketch"

Absent ten years from his last screen appearance, Ramon Novarro returns to star in a Columbia Pictures production, "Rough Sketch", the character a Cuban revolutionary leader. Starred in the picture are John Garfield and Jennifer Jones. John Huston will direct.

What Is He Saying?

Wayne Coy, Chairman of the Federal Communications Commission, guest speaker at the TOA Chicago convention, opened his address with, "I understand that the question before the house is — have the exhibitors of America seen the best years of their lives?"

NINTH ANNUAL DIGEST SHOWMANSHIP CONTEST NOW OPEN

Vancouver News

By JACK DROY

TICKET sale for the roadshow of "Hamlet" starting at the Park Theatre October 4th, is very brisk, the first two weeks reserved seats being all sold out, and tickets for the third and fourth weeks going fast. Looks like a very successful engagement. "Oliver Twist" will play the Vogue here in October at regular admissions. Exhibitors are showing interest in booking "Henry V" for regular price engagements. Pic is booked to play Odeon Circuit.

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Eddie Weisberg popular filmrowite is off on a two week vacation to Hollywood. Judy Wallace Plaza Theatre is away on holidays at Edmonton, Alberta.

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Bing Crosby put himself in solid with officials of Sunset Memorial Centre when he refused to accept any transportation expenses for the trip the crooner and his troupe made to Vancouver last week. His generosity will add an additional $2,000 to the net proceeds from the big show attended by 8000 at Exhibition Forum.

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Al Mitchell, Odeon-Hastings manager, is bringing back his amateur talent show on stage each Wednesday. It proved a business builder at the east-side house last year. . . The Orpheum opened its sixth season with the Harmony House Radio show on stage.

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Equipment for the new Studio Theatre being erected in downtown Vancouver for Toronto interests is being installed by General Theatre Supply Company, with the latest in equipment and sound by Simplex. Theatre will seat 450, and policy will be foreign pictures and prestige films on extended run engagements.

Canada's oldest active projectionist, Ted Joy (of the Toronto Joy's) age 74 and an employee of the Plaza theatre here was seriously injured in a car crash. His vehicle was completely demolished when hit by a truck. Mr. Joy is doing fine now. Scotty Wallace, of the Colonial theatre booth, is in hospital with serious eye trouble. The doctors hope to be able to save his sight. . . Walter Dawson, well known in coast show business and formerly manager of the downtown Paradise Theatre, died suddenly this week age 55 years.

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The General Council of the United Church of Canada at its Dominion convention held here showed plenty of concern over agitation for a change in the Lord's Day Act by Dominion citizens. They are against any change in the act that would allow Sunday movies and/or sporting events on the sabbath. The local papers are full of letters and articles saying it's time for a change. In a national survey, B.C. was in solid support of the change, 70% for Sunday movies, 83% for Sunday sports.

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Dave Souter, recently resigned 20th-Fox booker, has been appointed booker at Eagle-Lion-Monogram Vancouver exchange, succeeding Max Sheine who left for Toronto. . . Former Orpheum employees Betty and Jean (twin sisters) Jefferd have taken over Holt's coffee shop next to the Broadway Theatre. The best of luck to two swell girls.

Gaumont - Kalee Theatre Supply Company are enlarging their quarters at the film exchange building, more space being necessary since they took over the servicing of the candy counters in the Odeon Circuit theatres with confections etc. Marvin Thoreau is the manager of the combined equipment and candy business.

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The film exchange employees have started an eight team bowling league. Sked runs for 20 weeks at the La Salle Recreation allies. Good turnout and keen interest noted at first session. Fred Stone of Sovereign Films is President, and Mary Sansum of Columbia secretary-treasurer. Teams hope for some competition from the theatre boys. That's if the show shop lads have any sporting blood. What say, boys?

B.C. Talent Quest Draws 300 Entries

The Vancouver Daily Province is sponsoring a Talent Quest, winner of which gets a week in Hollywood all expenses paid.

Contest will be conducted at the Odeon Hastings theatre on twenty successive Wednesday evenings with five contestants presented each week, a guest star, and music provided by a five piece orchestra.

Al Mitchell, Odeon Hastings manager, reports 300 applications to date. Roy Gordon, well known in show business circles for many years, is acting as talent scout, conducting auditions each Wednesday afternoon backstage at the Odeon.

Scheme has aroused province-wide interest, resulting in all kinds of free publicity for the Odeon Hastings, and assured packed houses for the Wednesday night shows.

RAY PRESENTS

(*Continued from Page 3*)

THERE is an example of Showmanship in journalism. Any publicity or exploitation man keen in his pursuit of ideas, can pick out ideas in trade publications, free of cost and capitalize on them to the advantage of his picture and the exhibitor's box-office. One idea, set in motion, can repay the advertiser in a trade journal many times what he spent with that trade journal in advertising his product.

If the Industry desires to maintain its trade film publications, it should not place such publications in the position of "begging" for advertisements — it is a degrading position. I am wondering what would be the reaction of the Industry if all trade journal publications decided to go on "strike", refusing to publish their trade journals and left our Industry to merchandise its product through other channels, left it to try and get its trade news into national magazines and daily newspapers. We know how much we spend in daily, weekly and monthly publications to advertise our product. We also know how we must persist and fight for a news story.

There is an economy wave on. Anything that hits our Industry always becomes a wave, an epidemic; and while we believe that money, a great deal of it, can be saved in production, from the script to the finished picture, without deteriorating the quality of entertainment, we believe, when depression looms, advertise, publicize, exploit to get the last penny out of a picture.

Maritime News

By A. L. FAIRWEATHER

AN interesting event took place at the office of the F. G. Spencer Co. Ltd., Saint John, when presentations were made to T. Chase and Ron Faulds, operators at the Strand Theatre, who had been promoted to the Capitol Theatre replacing J. A. Whitebone and Monte Chase who went to the new Paramount. Ted Chase had been with the Strand for 27 years and was presented with a gold pen and pencil set. Ron Faulds, with the staff for 16 years, was also honoured by the company.

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Nora Hogan, manager of the Paramount Theatre at St. Johns, Newfoundland, has been visiting her brother, Patrick J. Hogan, manager of Paramount Pictures Ltd., at Saint John, New Brunswick. Miss Hogan will make a trip to New York and will spend more time with her brother and his family on her return.

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At a meeting of the Saint John Chess Club a challenge cup was presented to the Club by J. M. Franklin, F-H Theatres prexy, for annual competition. The Elman trophy, gift of Maurice Elman, Alliance Films' St. John Manager, was presented to this year's winner. Mr. Elman will head off the challenge match.

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From Eagle-Lion we hear that "The Babe Ruth Story" will be seen shortly at the Strand in Saint John. The feature held its opening showings recently at the Casino, Halifax and the Strand, Sydney, N.S. "The Olympic Games" is expected to do well here.

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M. Bernstein of B. & L. Theatres is on a trip to Boston where he will be joined by his partner, J. Lieberman to arrange play-dates for their theatre at Madawaska. . . Sam Babb of the Mayfair, Saint John, was in Halifax last week . . . Paramount's "The Emperor Waltz" had a full-week run at the Capitol in Halifax, the Capitol, Saint John and at Moncton's Imperial Theatre.

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Flora Thurston, booker for Warner Bros'. Saint John office, is spending her holiday in Boston, Mass. . . George Kelly, shipper at Columbia, motored to Milwaukee for his vacation. . . Helen Crowley of the F. G. Spencer Co. Ltd. motored to Ottawa and other Canadian Cities for her vacation. . . Irene Malloy, of the F. G. Spencer Company Ltd., is spending her holiday in New York. . . Gertrude Powers of M.G.M. Saint John, accompanied by Evelyn Crowley formerly with RKO at Saint John enjoyed a trip to Boston and New York.

Visitors in Saint John have been Mr. and Mrs. E. A. Williams of the Capitol, Chipman, N.B.; R. R. Kertson of the Opera House, Grand Falls, N.B.; Lloyd Mason of the Capitol, Springhill, N.S. and Mrs. Mason, and George Khattarr of the Casino, Whitney Pier who reports good business in that N S town. . . H. L. Haines, whose theatre the Frontenac (name chosen by vote) recently opened, states that he hopes to enlarge the seating capacity from 300 to 500 later on. He receives patronage from the local industry which ships spagnum (peat) and from the many fishermen who use the new trawlers lately built for that trade.

H. Cohen, RKO Saint John manager, tells your correspondent that "Rachel and the Stranger" is slated for the Paramount Theatre, Saint John soon and that bookings for all over the territory are coming in well. . . A. A. Fielding of the Capitol and Avon Theatres, Bridgewater, N.S. was in Saint John recently accompanied by his son Ronald, manager of the Capitol at Digby, N.S.

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"Key Largo" skedded for the new Paramount Theatre, M. Komar W-B manager at Saint John reports, also regular-price run of "Life With Father" will start in Saint John at the Paramount. . . Jack Bellamy, International Films, St. John head, was in Toronto recently.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE
2nd week. "So This Is New York" with Henry Morgan. Also "Argyle Secrets" (F-C), with William Gargan.

EGLINTON-TIVOLI
3rd week. "Life With Father" (W-B), Technicolor, with William Powell and Irene Dunne.

FAIRLAWN-DANFORTH
"Life Begins at 8.30" with Monty Woolley and Ida Lupino. Also "I Wake Up Screaming" (Fox), with Betty Grable, Victor Mature and Carole Landis.

IMPERIAL
"Race Street" (R-K-O), with George Raft, William Bendix and Marilyn Maxwell.

LOEW'S
"Luxury Liner" (M-G-M), Technicolor, with George Brent and Jane Powell.

NORTOWN-VICTORIA
"Good Sam" (R-K-O), with Gary Cooper and Ann Sheridan.

ODEON-TORONTO
"The Babe Ruth Story" (Mono.), with William Bendix.

SHEA'S
"The Black Arrow" (Col.), with Janet Blair and Louis Hayward.

UPTOWN
2nd week. "A Southern Yankee" (M-G-M), with Red Skelton and Brian Donlevy.

MONTREAL

CAPITOL
2nd week. "Silver River" (W-B), with Errol Flynn and Ann Sheridan.

IMPERIAL
"Raw Deal" (E-L), with Dennis O'Keefe and Claire Trevor.

LOEW'S
3rd week. "The Emperor Waltz" (Para.), Technicolor, with Bing Crosby and Joan Fontaine.

PALACE
"Foreign Affair" (Para.), with Jean Arthur, Marlene Dietrich and John Lund.

PRINCESS
3rd week. "Key Largo" (W-B), with Humphrey Bogart, Edward G. Robinson and Lauren Bacall.

SAINT JOHN

CAPITOL
"Tycoon" (R-K-O), Technicolor, with John Wayne and Laraine Day.

MAYFAIR
"The Tender Years" (Fox), with Joe E. Brown. Also "The Return of the Whistler" (Col.), with Michael Duane and Lenore Aubert.

STRAND
"South of Pago Pago" with Victor McLaglen and Jon Hall.

WINNIPEG

CAPITOL
"Key Largo" (W-B), with Humphrey Bogart, Edward G. Robinson and Lauren Bacall.

GAIETY
"The Street With No Name" (Fox), with Mark Stevens and Richard Widmark.

GARRICK
"The Adventures of Robin Hood", Technicolor, with Errol Flynn and Olivia de Haviland.

METROPOLITAN
"A Foreign Affair" (Para.), with Jean Arthur, Marlene Dietrich and John Lund.

ODEON
"Winter Meeting" (W-B), with Bette Davis and Janis Paige.

CALGARY

CAPITOL
"The Street With No Name" (Fox), with Mark Stevens and Richard Widmark.

GRAND
"Up in Central Park" (U-I), with Deanna Durbin and Dick Haymes.

PALACE
"Beyond Glory" (Para.), with Alan Ladd and Donna Reed.

VANCOUVER

CAPITOL
"On an Island With You" (M-G-M), Technicolor, with Esther Williams, Peter Lawford and Jimmy Durante.

INTERNATIONAL CINEMA
2nd week. "Hatter's Castle" (Para.), with James Mason, Deborah Kerr and Robert Newton. Also "The Sainted Sisters" (Para.), with Veronica Lake, Joan Caulfield and Barry Fitzgerald.

ORPHEUM
"Big City" (M-G-M), with Margaret O'Brien, Danny Thomas and George Murphy. Also "Fighting Back" (Fox), with Paul Langton and Jean Rogers.

PARADISE
"The Man in the Iron Mask" with Louis Hayward and Joan Bennett. Also "Gentleman After Dark" with Preston Foster, Brian Donlevy and Miriam Hopkins.

PLAZA
2nd week. "Man Eater of Kumaon" (U-I), with Sabu. Also "Daredevils of the Clouds" (Rep.), with Robert Livingstone.

STRAND
2nd week. "So Evil My Love" (Para.), with Ray Milland and Ann Todd.

VOGUE
"Blanche Fury" (E-L), Technicolor, with Stewart Granger and Valerie Hobson.

Previous Academy Award Winners Say—

"Miss Stanwyck Rates 1948's 'Best Actress' Award for 'Sorry, Wrong Number'!"

Stars who've won Academy "Oscars" Best Know Academy "Championship form."

Rare is this tribute by 3 Award Winners of the past 3 years as they acclaim Barbara Stanwyck's inspired, unforgettable performance in "SORRY, WRONG NUMBER" from the epic radio drama that has thrilled more than 40 million persons on repeated "command performance" broadcasts.

Bravo, Barbara! Says JOAN CRAWFORD!

"I've listened to 'SORRY, WRONG NUMBER' on the radio, I've read it as a novel. Now I've just seen it on the screen—and it's left me breathless. It's an electrifying experience and, in my opinion, Barbara Stanwyck's performance deserves a nomination for the Academy Award."

Should Get Oscar! Raves RAY MILLAND!

" 'SORRY, WRONG NUMBER' is without a doubt one of the best suspense dramas I've seen. Burt Lancaster gives a great performance and Barbara Stanwyck is magnificent. It won't surprise me if Barbara wins herself the Oscar!"

Give Her Award! Lauds LORETTA YOUNG!

"In her career, Barbara Stanwyck has given many performances of Academy Award calibre. In 'SORRY, WRONG NUMBER', however, as the terror-ridden Leona, she surpasses even herself."